1. **Selecting a Host City/Venue (Chapter 4)**
    a. Request for Proposal
        i. List 3 cities/venues you would send a request to
            1. Explain why you would send to each
            2. City vs. venue should depend on the type of event you are hosting
        ii. Introduction
            1. Can include the general description of event from "Event Description"
        iii. Event Description
            1. More details including:
                a. Estimated number of participants
                b. Estimated number of fans
                c. Facts/stats for the event and previous hosts if event has been held before
                d. Facts/stats and previous hosts for similar events if your event is new
        iv. Event Schedule
            1. Sample event schedule (dates and times)
            2. Expected arrival and departure of participants and fans (dates and times)
        v. Definition of Ideal Host City/Venue
            1. Include ideal characteristics
            2. Include minimum requirements
        vi. Benefits to Host City
            1. Estimated number of attendees (participants/fans)
            2. Days in the market/area
            3. Room nights
                a. Estimate based on how many rooms x # of nights that would be booked
            4. Estimate economic impact
                a. Research average nightly hotel rates in each of the three areas that you are sending the RFP
                    i. Show your calculations

        ii. Multiply by room nights to get total estimated hotel expenditures
    b. Estimate daily expenditures for participants/fans besides hotel expenditures (food, gas, etc.)
        i. Show your calculations
        ii. Add to hotel expenditures to get an economic impact total
5. Response Format
    a. Indicate how cities/venues should respond to the request
    b. Indicate a deadline for a response
6. City/Venue Choice
    a. Indicate which city/venue you will choose to host your event and why.
    b. This choice will dictate many other parts of your event portfolio